



*Downtown Bryan  
Parking Committee Update  
September 10, 2024*



**CITY OF BRYAN**

*The Good Life, Texas Style.™*



## Committee Members

**Andrew Nelson (Chair)** – DB / hotels / events; former Bryan Mayor  
**Wade Beckman** – restaurant / retail owner, BCS Chamber Past President  
**Nancy Finney** – office / retail, Astin Partners CFO  
**Peter Lange** – office / Texas A&M Chief Operating Officer  
**Bryce Pflughaupt** – downtown advocate / residential  
**David Posadas** – restaurant / retail owner  
**Alex Schulman** – restaurant / retail manager / events  
**Blake Zeitman** – restaurant / retail owner / grocer  
**Kristi Stark** – office / residential

## Meeting dates

February 16  
March 28  
May 9  
May 31  
July 11  
August 15

Website: [www.bryantx.gov/downtownparking](http://www.bryantx.gov/downtownparking)

City Staff: CMO, Public Works / Engineering, IT / GIS, Marketing / Communications, Development Services  
Executive Interns: Emily Derrick, Teagan Trammell



# Committee Meeting Topics

- History / background of parking conditions in Downtown Bryan
- Existing parking conditions in Downtown Bryan
- Research parking strategies in other cities (Temple, Georgetown, New Braunfels, etc.)
- Data collection – drone footage, utilization analysis
- Identifying “hot spots”
- Short, medium and long-term options
- Paid parking / enforcement options
- Parking sensor technologies
- Parking wayfinding and signage; naming / branding of existing parking lots
- Updating online maps of available public parking areas
- Assessing compliance with existing timed spaces / review of enforcement options
- Need for a Parking Action Plan – multi-step long-term plan for parking management as Downtown Bryan continues to build out with greater densities

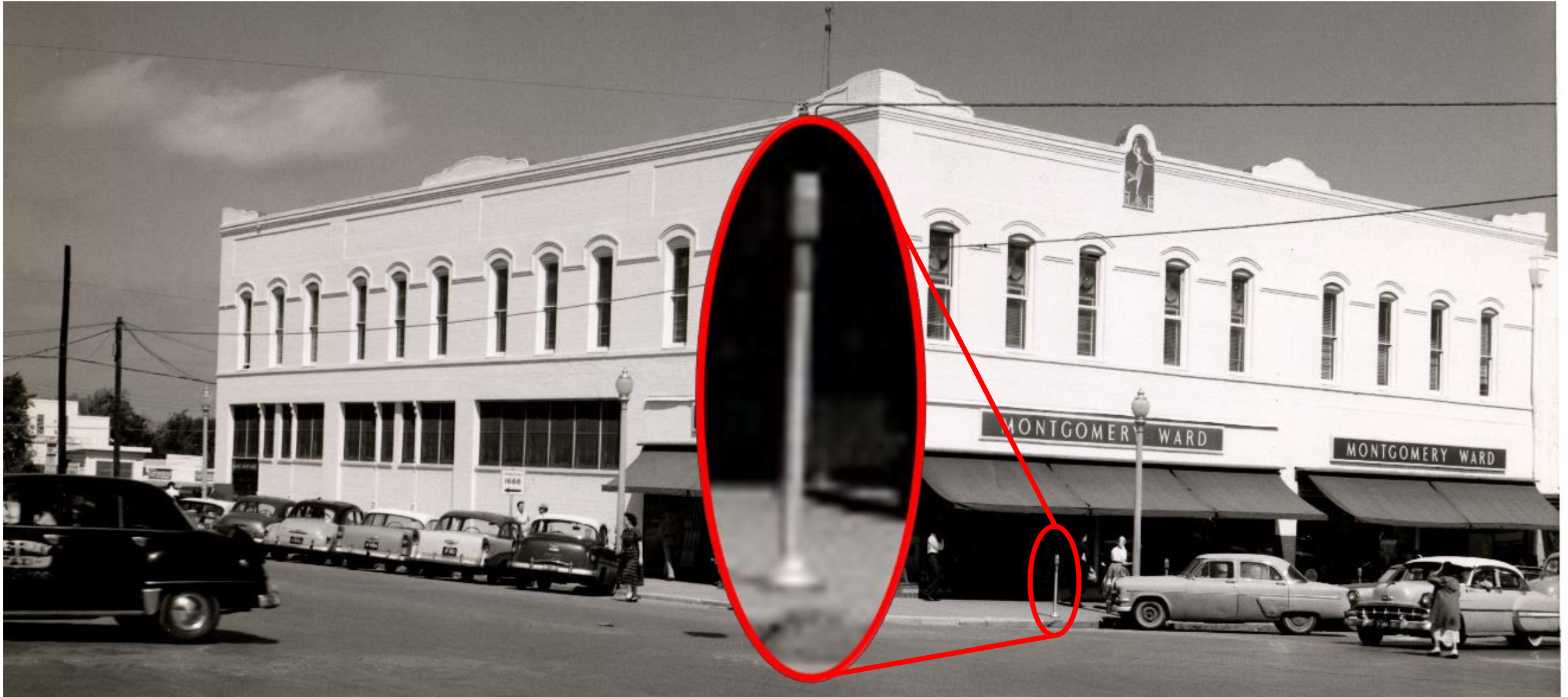


# Downtown Parking in the 1950's





# Downtown Parking in the 1950's





# Examples from Other Cities

LOCAL NEWS

## City of Temple unveiling 1st Street Parking Garage with ribbon-cutting ceremony

The City will cut the ribbon on the new garage at a ceremony on Tuesday, Oct. 24.



## Downtown parking garage breaks ground in Georgetown; 300-plus additional spaces anticipated



By Zacharia Washington | 4:32 PM Mar 26, 2024 CDT  
Updated 4:32 PM Mar 26, 2024 CDT

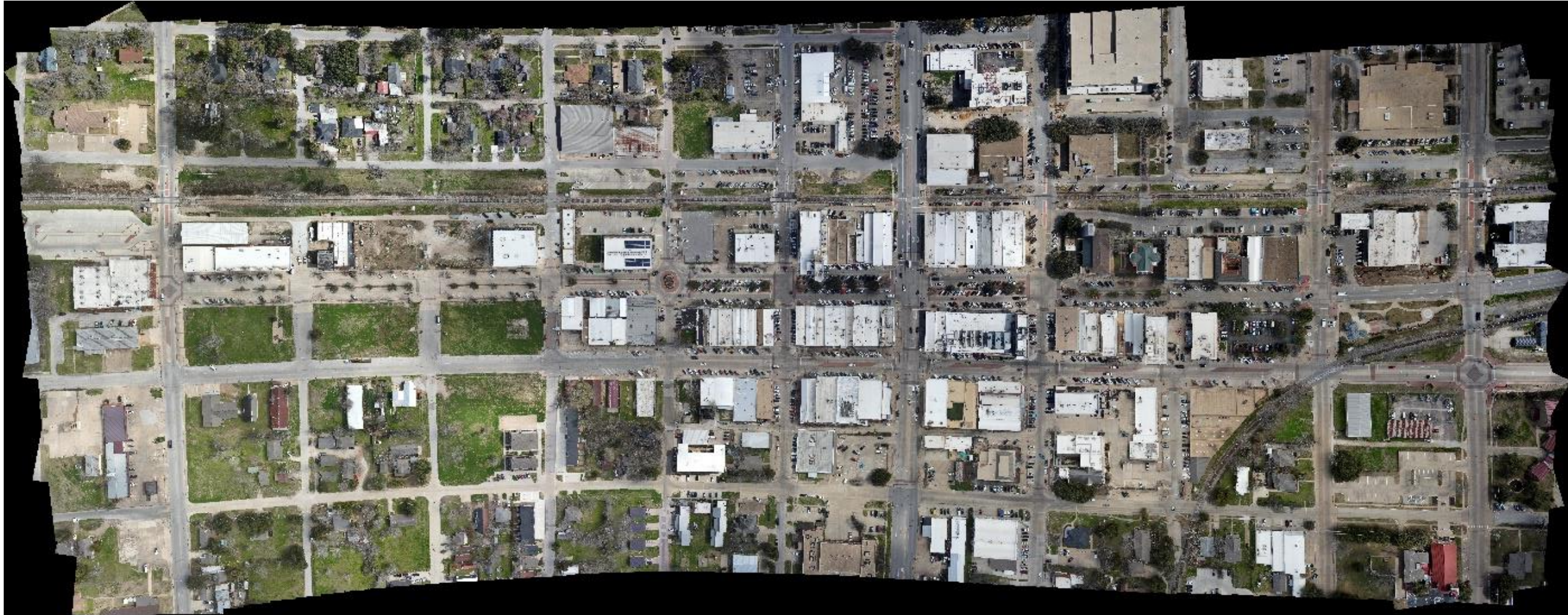


The city of Georgetown hosted a groundbreaking ceremony on March 26 for the new downtown parking garage. (Zacharia Washington/Community





# Downtown Parking Data – Drone footage



**Two weeks of flights:** Mon-Fri, Feb. 19 – 24; Mon-Fri, Apr. 15-19

**Times:** 9am, 10:30am, 12:30pm, 1:30pm, 3pm

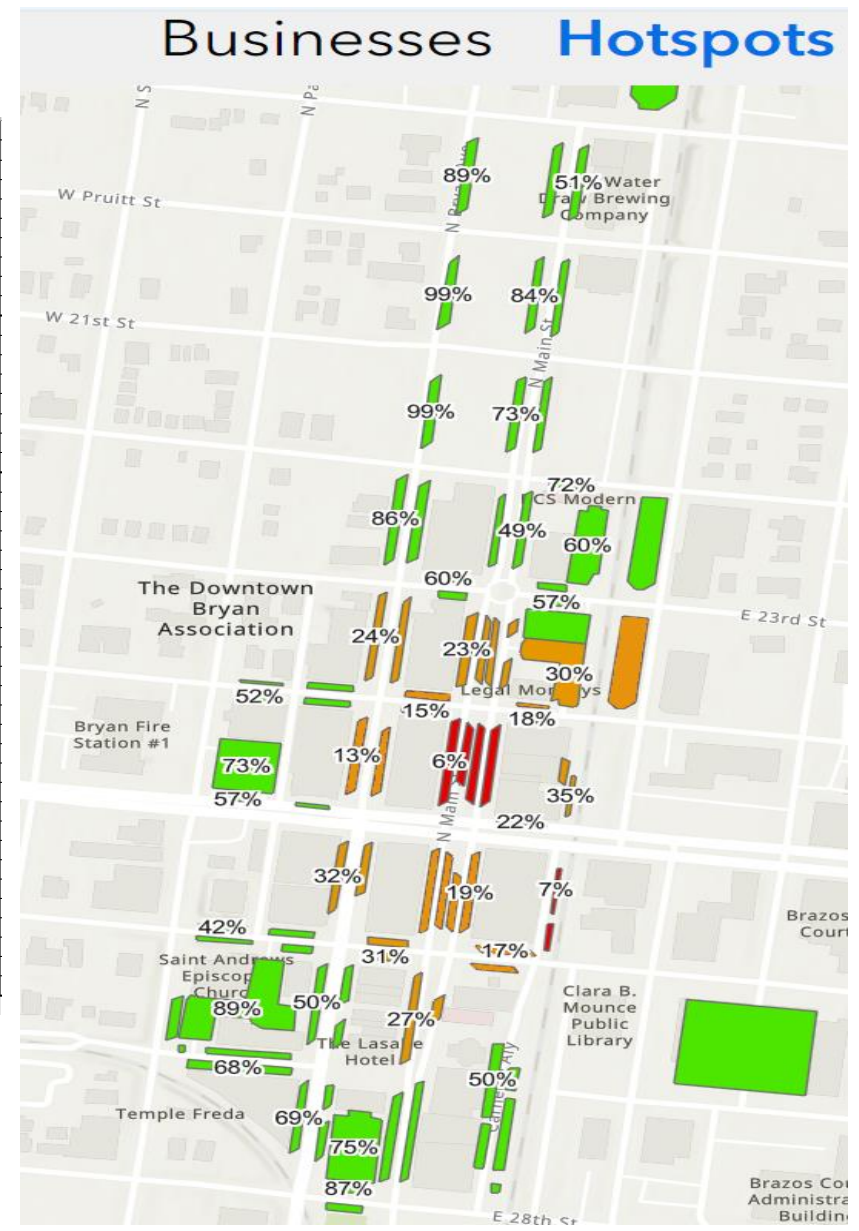




# Analysis of Hot Spots

Hot Spots	Phase	Block Face Groupings	Number of Spots	Spots Vacant	Percent Vacant	Spots Vacant	Percent Vacant	Spots Vacant	Percent Vacant	Spots Vacant	Percent Vacant	Spots Vacant	Percent Vacant	Avg. Spots Vacant	Avg. % Vacant	Median Spots Vacant
By Low %				9:00 A.M.		10:30 A.M.		12:30 P.M.		1:30 P.M.		3:00 P.M.				
1	Phase 3	N Main St between WJB and 24th (Catalena Hatter's)	64	2.2	3%	1.4	2%	4.8	8%	3.2	5%	6.4	10%	4	6%	3.2
2	Phase 1	N Main St between 24th and WJB (Behind Harvest)	8	0.8	10%	0.4	5%	0.2	3%	0.4	5%	1	13%	1	7%	0.4
3	Phase 2	Bryan between 24th and WJB	30	2.6	9%	2	7%	2.6	9%	2	7%	10.8	36%	4	13%	2.6
4	Phase 3	24th between Bryan and N Main	20	3	15%	1.8	9%	1.4	7%	3.4	17%	5.2	26%	3	15%	3
6	Phase 1	26th between Main and RR	15	1.4	9%	1.4	9%	2	13%	3	20%	4.8	32%	3	17%	2
7	Phase 3	24th between RR and N Main	11	1.8	16%	2.6	24%	1	9%	1.4	13%	3	27%	2	18%	1.8
5	Phase 5	Tabor Lot (24th to 23rd)	34	4.8	14%	3.8	11%	9	26%	2.4	7%	6.8	20%	5	16%	4.8
8	Phase 1	N Main St between 26th and WJB	61	15.2	25%	9	15%	9.4	15%	12.4	20%	12	20%	12	19%	12
9	Phase 1	WJB alongside Catalena Hatters	4	1	25%	0.6	15%	0.8	20%	1.2	30%	0.8	20%	1	22%	0.8
10	Phase 3	N Main St between 24th and 23rd	56	18.8	34%	7.4	13%	5.4	10%	12.2	22%	19.6	35%	13	23%	12.2
11	Phase 2	Bryan between 23rd and 24th	28	12.4	44%	9	32%	1.2	4%	5.4	19%	5	18%	7	24%	5.4
12	Phase 1	Main St between 27th and 26th (Queen)	24	14.2	59%	7.6	32%	1.6	7%	6	25%	3.4	14%	7	27%	6
13	Phase 3	Lexitas Lot	36	8.2	23%	9.2	26%	11.8	33%	10.4	29%	15.2	42%	11	30%	10.4
14	Phase 1	26th St between Main St and Bryan Ave	18	9.4	52%	6.4	36%	3	17%	4.4	24%	4.8	27%	6	31%	4.8
15	Phase 2	Bryan between WJB and 26th (Rx)	28	14.8	53%	8.2	29%	8.6	31%	6	21%	7.4	26%	9	32%	8.2
16	Phase 3	Behind Catalena Hatters	11	4.4	40%	4	36%	2.8	25%	3.8	35%	4	36%	4	35%	4
17	Phase 2	26th between N Bryan and S Parker (on-street)	33	22.8	69%	14.6	44%	9.2	28%	10.8	33%	12.6	38%	14	42%	12.6
18	Phase 3	Main between 23rd and 22nd	30	22.6	75%	15.6	52%	10.4	35%	10.6	35%	13.6	45%	15	49%	13.6
19	Phase 4	Carnegie Lot between 28th and 26th	56	31.6	56%	25.6	46%	28.2	50%	28	50%	27.2	49%	28	50%	28
20	Phase 2	Bryan between 26th and 27th (3rd Floor)	27	20	74%	17	63%	9.6	36%	8.2	30%	13	48%	14	50%	13
21	Phase 3	N Main between Pruitt and MLK	30	15.2	51%	13.8	46%	15	50%	16.2	54%	16	53%	15	51%	15.2
22	Phase 2	24th between Bryan and N Parker	34	24.2	71%	17.6	52%	9	26%	16.4	48%	20.4	60%	18	52%	17.6
23	Phase 1	Main St between 28th and 27th	40	29.2	73%	23.2	58%	4.6	12%	22.4	56%	25.4	64%	21	52%	23.2
24	Phase 3	23rd between N Main and RR	15	11	73%	9.2	61%	8.6	57%	6.6	44%	7.6	51%	9	57%	8.6
33	Phase 3	22nd between N Main and RR	12	7.8	65%	10.8	90%	7.8	65%	8.6	72%	9.8	82%	9	75%	8.6
26	Phase 2	WJB between Bryan and N Parker	3	2	67%	1.6	53%	1.6	53%	1.6	53%	1.8	60%	2	57%	1.6
27	Phase 3	23rd between N Main and N Bryan	15	7.8	52%	10.8	72%	7.8	52%	8.6	57%	9.8	65%	9	60%	8.6
28	Phase 3	Parking Lot (Behind Tavo Coffee)	42	26.2	62%	25	60%	26.6	63%	26.4	63%	22.8	54%	25	60%	26.2
29	Phase 2	27th between Bryan and S Parker	34	29.8	88%	24.4	72%	17.2	51%	20.2	59%	24.8	73%	23	68%	24.4
30	Phase 2	Bryan between 27th and 28th	28	24.2	86%	19	68%	16	57%	14.8	53%	23.2	83%	19	69%	19
31	Phase 2	Parker Avenue Parking Lot (By Fire Station)	40	29.8	75%	27.8	70%	28.8	72%	29.4	74%	29.2	73%	29	73%	29.2
32	Phase 3	N Main between 22nd and 21st	31	24	77%	22.8	74%	23.8	77%	22	71%	20.4	66%	23	73%	22.8
34	Phase 1	Howell Parking Lot	41	34.8	85%	34.8	85%	21.4	52%	30	73%	33	80%	31	75%	33
35	Phase 3	Additional Lexitas Lot	27	23.6	87%	22.8	84%	21.6	80%	20.2	75%	22.6	84%	22	82%	22.6
36	Phase 3	N Main between 21st to Pruitt	32	26.6	83%	26.8	84%	26.6	83%	25.8	81%	28.4	89%	27	84%	26.6
37	Phase 2	Bryan Ave between 22nd and 23rd	31	27.8	90%	25.2	81%	28.40	92%	24.6	79%	26.6	86%	27	86%	26.6
38	Phase 1	28th St between Bryan Ave and Main St	16	15.4	96%	15.8	99%	12.2	76%	13.2	83%	13.2	83%	14	87%	13.2
39	Phase 5	Tabor Lot (23rd to 22nd)	32	31	97%	28.2	88%	28.8	90%	29.2	91%	23.6	74%	28	88%	28.8
40	Phase 2	Bryan Ave between MLK and Pruitt	16	10.6	66%	12.8	80%	15.6	98%	15.8	99%	16	100%	14	89%	15.6
41	Phase 2	Saint Andrew's Parking Lot	61	57.4	94%	53	87%	53.6	88%	52.8	87%	54.6	90%	54	89%	53.6
42	Phase 3	Icehouse Parking Lot	59	58.4	99%	57.6	98%	58.6	99%	58.4	99%	57.8	98%	58	99%	58.4
43	Phase 3	Bryan Ave between Pruitt and 21st	15	14.8	99%	15	100%	15	100%	14.4	96%	15	100%	15	99%	15
44	Phase 3	Bryan Ave between 21st and 22nd	15	14.8	99%	14.8	99%	15	100%	14.6	97%	15	100%	15	99%	14.8
45	Phase 3	Roy Kelly Parking Garage														

**Red:** less than 10% average vacancy  
**Orange:** 10% - 40% average vacancy  
**Green:** greater than 40% average vacancy





# Downtown Parking Survey / Timed Spot Compliance





- Windshield surveys conducted August 9 and August 30
- Evaluated parking behaviors before / after fall semester began
- Placed courtesy flyers on vehicles not in compliance
- 24 flyers distributed each day, with avg 7 cars parked all day
- Most non-compliance found in identified “hot spots”





# Online Downtown Parking Map

## City of Bryan Downtown Parking Locations

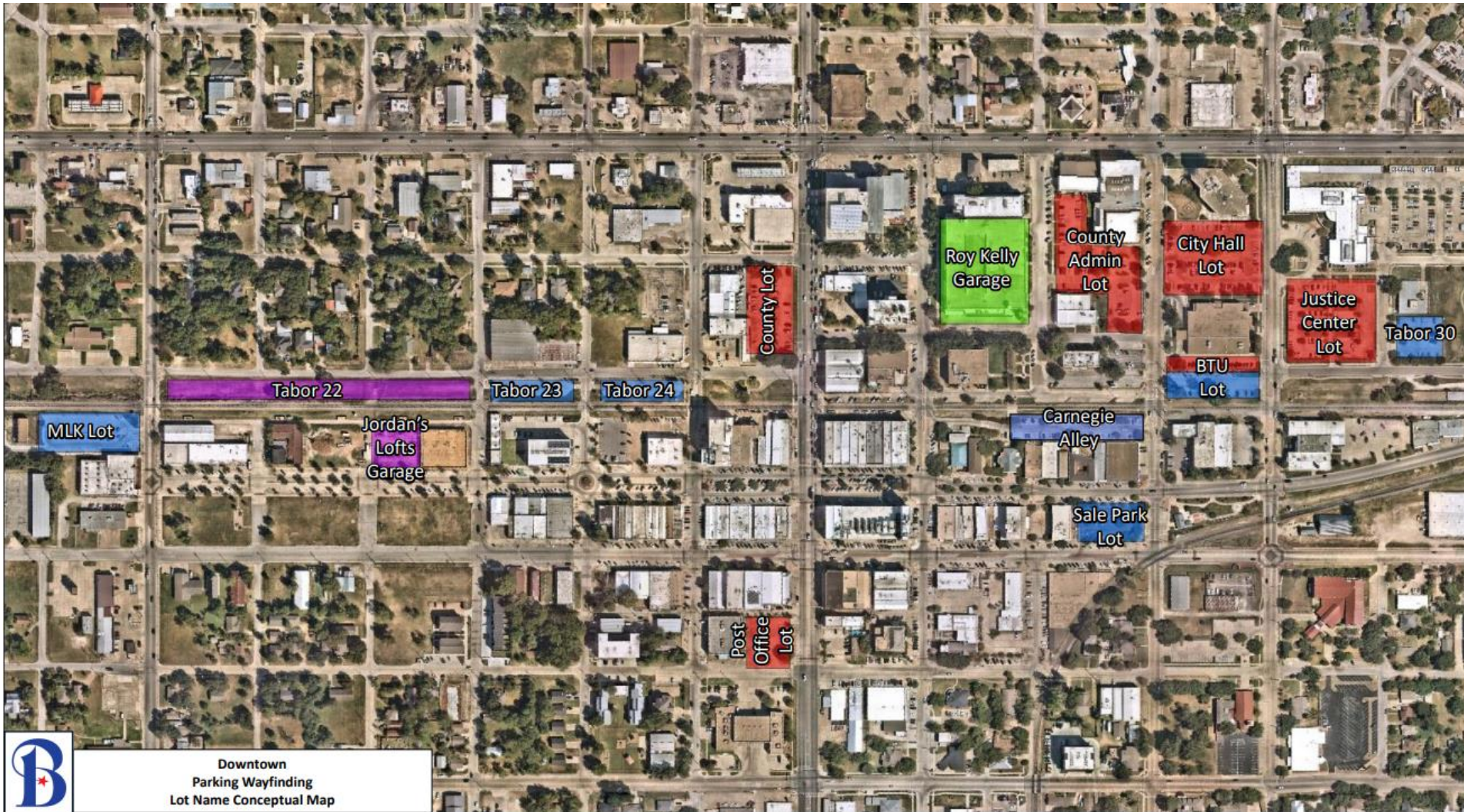
-  Public On-street Parking
-  Public Parking (After 5pm and Weekends)
-  Public Surface Lot Parking
-  Roy Kelly Parking Garage

### Roy Kelly Parking Garage Notice

The first 60 minutes of parking in Roy Kelly Parking Garage is free. If parking extends to 61 minutes, customer will also be charged for the first hour and the \$1 per hour rate.

First Friday and Maroon and White Night are free to the public.

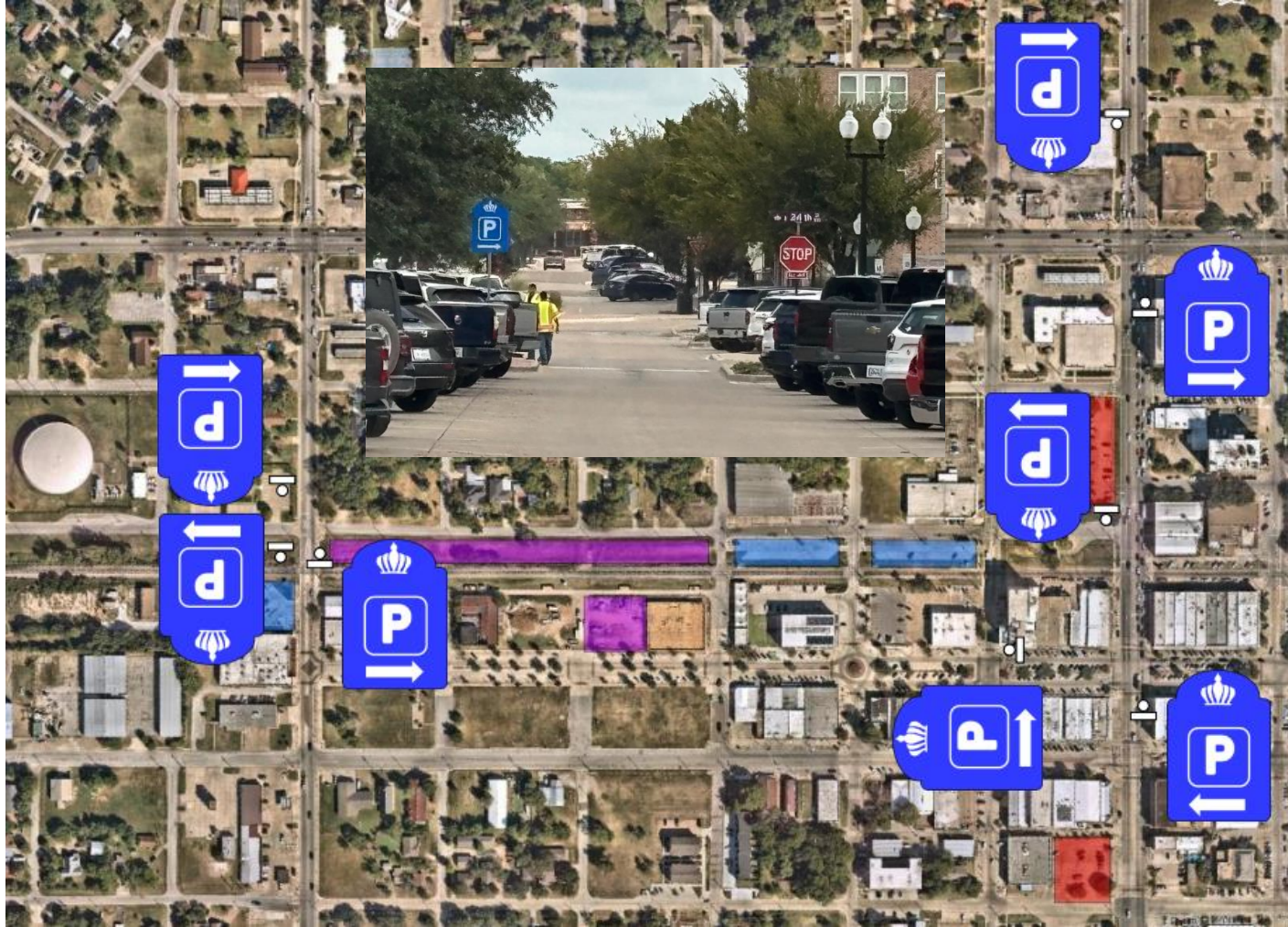
- Hourly Rate Monday-Sunday: **\$1/hour**
- Special Events Rate: **\$10**
- Lost Ticket Fee: **\$10**





# Parking Wayfinding Signs

Installed August 30





# Parking Committee Observations

- The City of Bryan and BTD have made significant investments over the past 20 years to increase the supply of public parking spaces in Downtown Bryan, as utilization has increased.
- Daytime utilization of on-street parking spaces continues to increase as business activity and numbers of employees have increased.
- Public information, communication, websites, and wayfinding signs should be enhanced to clearly identify available public parking lots and any restrictions to increase turnover and utilization of on-street parking spaces in front of businesses along Main Street and Bryan Avenue.
- With these awareness efforts, there is currently ample supply of available public parking within reasonable walking distances of businesses and other destinations in Downtown Bryan.
- Until awareness efforts prove to be insufficient, requiring paid parking or establishing punitive enforcement action at this time would discourage continued Downtown business growth / patronage.
- Integrated parking sensor technologies and digital signage could be considered now or in the near future to identify available parking spaces in the Roy Kelly Parking Garage, and surface parking lots throughout Downtown.
- A Parking Action Plan is needed to establish long-term priorities and future investments based on projected demand/supply for the future build-out of Downtown Bryan.





# Parking Committee Recommendations

- Enhance public communication regarding availability of public parking in Downtown Bryan.
- Explore integrated sensor technologies and digital signage to support awareness and use of the Roy Kelly Garage and other surface lots.
- Issue a Request for Proposals (RFP) to select a parking management consultant to develop a long-term Parking Action Plan. Scope:
  - ✓ Include stakeholder engagement meetings
  - ✓ Utilize best practices to formulate short- and long-term priorities based on current and projected parking demands
  - ✓ Assess parking regulations, hours of operation, related fees, technologies, wayfinding improvements, and potential for enforcement of parking time limits and paid parking
  - ✓ Evaluate estimated timeframes for various parking improvements, funding mechanisms, management structures, and alternatives for comprehensive parking management strategies





# Questions

